



2019 TRADITIONAL ROOTS HERBAL CONFERENCE

Sponsorship and Vending Opportunities

MAY 18, 2019

**NATIONAL UNIVERSITY OF NATURAL MEDICINE
049 SW Porter, Portland, OR 97201**

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Traditional Roots Herbal Conference

May 18-19, 2019

History of the Traditional Roots Institute

The Traditional Roots Institute began in 2013 with the mission of bringing the people's medicine – herbal medicine – back to the people. We accomplish this through community education and continuing medical education, informing both consumers and practitioners of the herbal healing arts. Our programs range from free monthly herb walks in Portland's Forest Park to weekend intensives, Hands-On Medicine Evenings (HOME) including Herbal Mixology to our signature annual conference.

We are pleased to announce our sixth annual **Traditional Roots Herbal Conference**. The event focuses on sharing clinically relevant herbal knowledge for both practitioners and the public, bringing together local businesses and organizations dedicated to the expansion of herbal medicine literacy and practice.

Thank you for your love of herbal medicine. We look forward to sharing ours with you!

– Dr. Orna Izakson, Lead Physician of Traditional Roots Institute

Traditional Roots Herbal Conference

Date & Location of the Conference

Saturday, May 18 at 10 a.m. through Sunday, May 19, 2019 at 5:15 p.m.
National University of Natural Medicine, 049 SW Porter Ave., Portland, Oregon.

Conference Details

Physicians, acupuncturists, clinical herbalists and the public will explore and deepen their knowledge of clinical herbalism. Topics include *materia medica*, clinical case presentations, hands-on plant walks, ethics, herbal energetics and more. Physicians and acupuncturists will be eligible for up to 12 hours of continuing education. We will have two to four sessions running concurrently throughout the weekend.

Natural Products Industry

Vendors are invited to promote their products related to herbal medicine and ethical harvest. There are a variety of options as a vendor, with higher sponsorship levels offering increased visibility to an audience of herbalists, naturopathic doctors, acupuncturists, other healthcare providers and the general public.

Sponsorship and Vendor Opportunities

As a sponsor or vendor at the **Traditional Roots Herbal Conference**, your company or organization will be exposed to naturopathic physicians, herbalists, acupuncturists, nurses and nurse practitioners, medical doctors and other health care professionals. We've arranged the schedule and physical layout to maximize your exposure. Sponsors and vendors are located in the main reception and meal area. We feature 90-minute welcome and happy hour receptions on Friday and Saturday evening, longer lunches on Saturday and Sunday, and 30-minute breaks between all lectures. The conference routinely draws roughly 200 attendees and we continue growing each year. Sponsors receive added benefits and exposure (see below for more details).

Sponsorship Opportunities

\$10,000 Champion Sponsor (1 available)

- **Conference sponsorship.** Company is the sponsor of the full conference. Company logo will be prominently featured on website, conference signage and PowerPoint slides with verbal recognition throughout the conference weekend. Logo and sponsorship featured in emails to conference attendees.
- **Five student scholarships to the conference in your name**, with recognition in the conference program and slideshow (\$750 value.)
- **Your full-page, full-color advertisement on the back cover of the conference program**
- Four complementary tickets to the event, including receptions and meals (\$1,100 value.)
- One double-sized vendor table (6' x 3') with tablecloth and two chairs with prominent placement.
- Opportunity to provide a discount code on any product and short introduction (100 words max) of your company in an email sent by Traditional Roots to all conference attendees.
- Your logo and sponsorship designation on a slide show during receptions, lecture breaks and mealtimes.
- Verbal announcement of sponsorship at the event at all receptions and meals.
- Your logo and sponsorship designation on the conference web page.
- Your logo and sponsorship designation in the event program.
- Recognition on Traditional Roots social media channels (Facebook and Instagram).
- Your logo in the pre-conference NUNM community newsletter announcing sponsorship.
- May donate prize(s) for Saturday raffle (minimum value \$50.)
- Sponsored speaker (with lead physician approval).

\$5,000 Global Sponsor (2 available)

- **Saturday or Sunday lunch sponsorship.** Company may select a speaker to deliver a 30-minute presentation during lunch in a designated classroom. The speaker may discuss specific proprietary products, feature the company logo, or discuss specific promotions and discounts for attendees (not for CE credit). Choice of day depends on availability. This also includes prominent placement of company logo at the lunch buffet.
- **Three student scholarships to the conference in your name**, with recognition in the conference program and slideshow (\$450 value.)
- **Your full-page, full-color advertisement on an inside cover of the conference program** (\$500 value.)
- Verbal recognition of sponsorship during event.
- Two complementary tickets to the event, including receptions and meals (\$550 value.)
- One double-sized vendor table (6' x 3') with tablecloth and two chairs with prominent placement.
- Opportunity to provide a discount code on any product and short introduction (100 words max) of your company in an email sent by Traditional Roots to all conference attendees.
- Your logo and sponsorship designation on a slide show during receptions, lecture breaks and mealtimes.
- Your logo and sponsorship designation on the conference web page.
- Your logo and sponsorship designation in the event program.

- Recognition on Traditional Roots social media channels (Facebook and Instagram).
- Your logo in the pre-conference NUNM community newsletter announcing sponsorship.
- May donate prize(s) for Saturday raffle (minimum value \$50.)
- Sponsored speaker (with lead physician approval).

\$2,500 Leadership Sponsor (2 available)

Choose from:

- **Reception sponsorship on Saturday.** NUNM staff will organize a company-branded reception for conference attendees on Saturday evening of the conference, with the option for a representative of the company to make remarks (up to 10 minutes; mixer venue does not include projector for slides or video)

-OR-

- **Conference swag bag branded with your logo.** Event branding is a strategic tool, and a swag bag can be a lasting way to promote your company to every attendee. Your company's bags would be handed to every attendee during the conference's check-in process.

Choice of option depends on availability (first come, first serve).

Also included:

- **Two student scholarships to the conference in your name**, with recognition in the conference program and slideshow (\$300 value)
- **Your full-page, full-color advertisement inside the conference program** (\$250 value.)
- Two complementary tickets to the event, including receptions and meals (\$550 value.)
- One vendor table (6' x 1.5') with tablecloth and two chairs with prominent placement of your vendor table.
- Opportunity to provide a discount code on any product and short introduction (100 words max) of your company in an email sent by Traditional Roots to all conference attendees
- Your logo and sponsorship designation on a slide show during receptions, lecture breaks and mealtimes.
- Verbal recognition of sponsorship during event.
- Your logo and sponsorship designation on the conference web page.
- Your logo and sponsorship designation in the event program.
- Recognition on Traditional Roots social media channels (Facebook and Instagram).
- Your logo in the pre-conference NUNM community newsletter announcing sponsorship.
- May donate prize(s) for Saturday raffle (minimum value \$50.)
- Sponsored speaker (with lead physician approval).

\$1,500 Advocate Sponsor (2 available)

- **Coffee and tea sponsorship on Saturday or Sunday.** Includes signage at the coffee and tea station, recognition in conference program and verbal recognition during breaks. Choice of a depends on availability (first come, first serve).

- **One student scholarship to the conference in your name**, with recognition in the conference program and slideshow (\$150 value.)
- **Your half-page, full-color advertisement inside the conference program** (\$150 value.)
- Two complementary tickets to the event, including receptions and meals.
- One vendor table (6' x 1.5') with tablecloth and two chairs with prominent placement of your vendor table.
- Your logo and sponsorship designation on a slide show during receptions, lecture breaks and mealtimes.
- Verbal recognition of sponsorship during event.
- Your logo and sponsorship designation on the conference web page.
- Your logo and sponsorship designation in the event program.
- Recognition on Traditional Roots social media channels (Facebook and Instagram).
- Your logo in the pre-conference NUNM community newsletter announcing sponsorship.
- May donate prize(s) for Saturday raffle (minimum value \$50.)
- Sponsored speaker (with lead physician approval).

Vendor Table Opportunities

\$750 Full Vendor Table Saturday & Sunday

- One vendor table (6' x 1.5') with tablecloth and two chairs
- Two complementary tickets to the event, including Saturday reception and weekend lunches.
- Your company name in the event program
- May donate prize(s) for Saturday raffle (minimum value \$50.)
- Advertisement in the conference program is available for an extra fee.

\$500 Full Vendor Table single day only

- Two complementary tickets to the event, including Saturday reception and weekend lunches.
- One vendor table (6' x 1.5') with tablecloth and two chairs
- Your company name in the event program
- May donate prize(s) for Saturday raffle (minimum value \$50.)
- Advertisement in the conference program is available for an extra fee.

\$250 Brand and Product Presence

- Can't attend in person this year? That's okay! We want to promote your business and will happily display your company's products or promotional materials.
- One vendor table (6' x 1.5') with tablecloth.
- May donate prize(s) for Saturday raffle (minimum value \$50.)
- On-site NUNM staff oversight of products and booth restocking as needed.

Are you a small company (5 employees or fewer)?

We want to support you! Please contact us for special vendor-table pricing.

To Become a Sponsor or Vendor or for Further Questions

Please contact Elysia Nelson at ENelson@NUNM.edu or 503.552.1540.

We hope to see you at the Sixth Annual Traditional Roots Herbal Conference!

See our website for more information.